

Top tips for surveying your customers

Knowing what your customers want is essential for designing a successful menu. As well as understanding who attends the venue (e.g. sport participants, spectators, staff and the general public who may pass through) it is also important to know what types of food and drink they are after.

One of the easiest ways to find out what your customers want, is to ask them! This can be done with a simple question at the point of sale, or by conducting a short survey.



Surveying customers

How you currently communicate with your customers will determine the best way to survey them:

- If you have a Facebook page, create a 'poll' offering potential menu items customers can vote for
- Include a link to an online survey via email or an eNewsletter
 - Online surveys set up through [surveymonkey.com](https://www.surveymonkey.com) allow you to ask up to 10 questions free of charge. Best of all the results are automatically collated for you!
- Do customers sit to eat or drink at the venue? Consider placing surveys on each table and encourage customers to complete while they eat (see sample questions on next page).

Do ask

- Short and simple questions
- One question at a time
- Feedback on current menu items
- What items customers would like to see offered

Don't ask

- Multiple questions at once e.g. 'How did you like our food and service'
- Too many questions! No more than five to keep the survey brief
- Biased questions e.g. how good was your food?

The Cafe

How often do you purchase from our cafe? (tick one)

- ☐ Daily ☐ 2-3 times per week ☐ Once per week ☐ Once per fortnight
☐ Once per month ☐ Less than once a month ☐ First time customer

How satisfied are you with our menu?

- ☐ Extremely satisfied ☐ Very satisfied ☐ Moderately satisfied ☐ Unsatisfied

How satisfied are you with the variety of food on our menu?

- ☐ Extremely satisfied ☐ Very satisfied ☐ Moderately satisfied ☐ Unsatisfied

How satisfied are you with our service?

- ☐ Extremely satisfied ☐ Very satisfied ☐ Moderately satisfied ☐ Unsatisfied

Are there any other food or drinks you would like to see on our menu?

Would you purchase food and drinks from here again?

- ☐ Yes ☐ No ☐ Maybe

**Thank you, your feedback is valuable to us.
We hope to see you in the cafe again soon!**

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